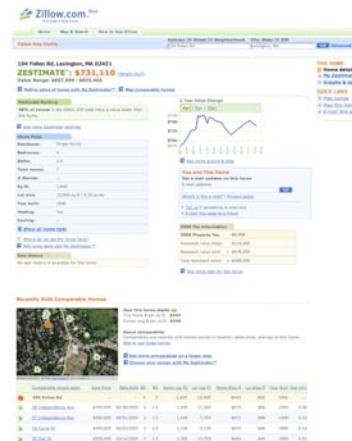
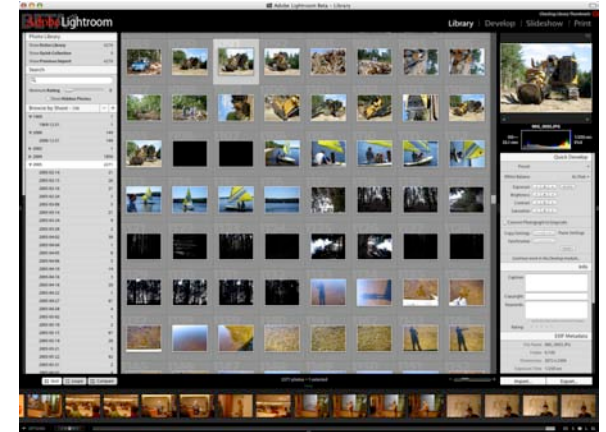
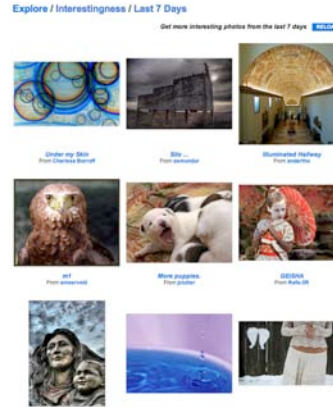
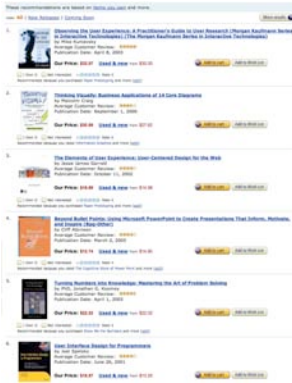


Juhan Sonin March 2006

Designing Beautiful Services

1. WHAT IS A BEAUTIFUL SERVICE?





2. WHAT IS YOUR SECRET SAUCE?

Harvard
Faculty
Students

Influence
Reputation

Apple
Form, Aesthetics
Delightful Experience

Customer Satisfaction
Reputation

Amazon Suggestions

Customer Satisfaction

Open Design Group Info Design

Customer Satisfaction
Reputation

3. WHAT ARE WE DOING
THAT'S WORTH TALKING
ABOUT?

Possibly nothing but

Smarter decisions based
on beautiful evidence

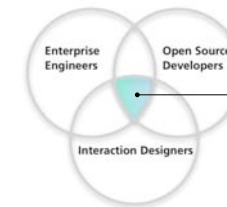
and
Open Design

(our secret sauce)

open source code
+
**service oriented
architecture**
+
innovation

Open Services

MITRE Open Services



We provide net-centric
enterprise consulting to MITRE/ESC/DoD.
We design, prototype, and deliver
remarkable enterprise services.

open source

information design

enterprise engineering

open source
J2EE, Java

AJAX CSS user interface
information design

database engineering service engineering
information assurance
enterprise engineering

open source

struts J2EE, Java web services system and network administration
hibernate RUBY RESTFUL SOAP linux AJAX CSS user interface
feedback information management marketing situational awareness customer service
service engineering
database engineering service for fee information assurance acquisition project management
enterprise engineering

open source innovation

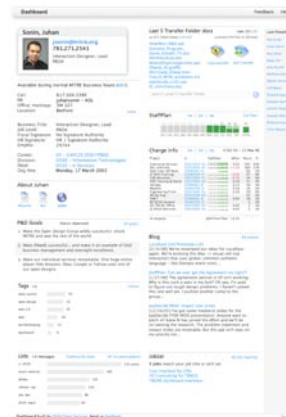
leadership information design

enterprise engineering NCO

a few prototype services

Dashboard

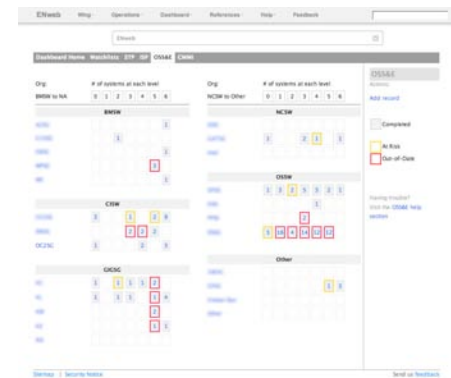
Who is Juhan Sonin?

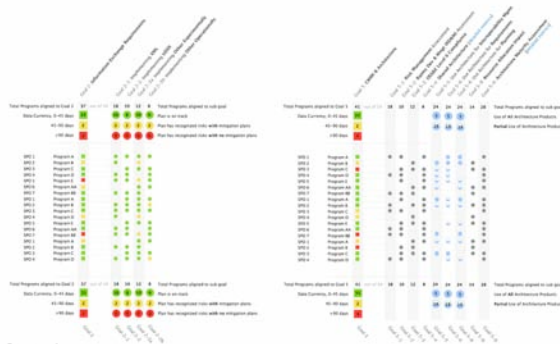




ENweb

engineering oversight for Electronic System Center

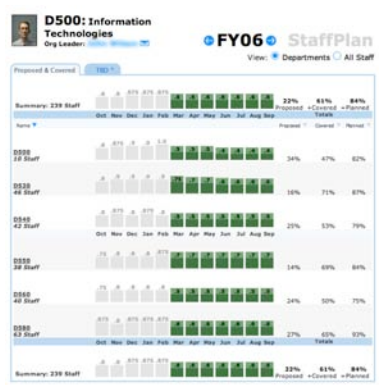
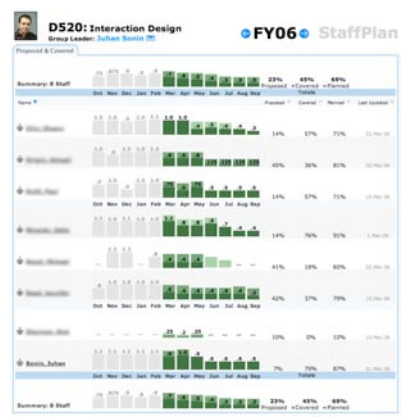




Strategic
Technical
Plans

StaffPlan

planning our work:
for staff, managers and project leaders



**4. RECIPE FOR
SECRET SAUCE**

Aesthetic Personality

Defy the category 'organization'
Disrupt the market segment

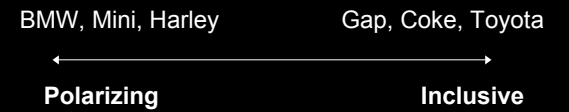
Yet we'll attract loyal customers

Cheap or Premium

Quality or Speed

Beauty or Brute

Differentiated Mindshare



Premium Price
Differentiated Product
Intensity of Emotion

Surprising

High Quality

Risky

Engaging

**Premium, Quality
Design Services**

Apostle
Buyer
Prospect
Skeptic
Cynic

Apostle
Buyer
Prospect
Skeptic
Cynic

- ↑ **User Experience**
- ↑ **Value Prop**
- ↑ **Performance**
- ↑ **Facts**

Apostles are delighted

customer
delight =

customer
delight = delivered service
-
expected service

customer
delight = delivered service
-
expected service

*need, desire, promises, want,
quality, past perf, competition*

**5. HOW DO WE MAKE
DAMN COOL IDEAS
(AND DELIGHT OUR
CUSTOMERS)?**

1. Hire fab people

Apple
MayaViz
Lotus 123
NCSA
MIT
Carnegie Mellon

2. Tackle cool, hard problems.

Design
business,
change,
and complex viz

PASSION

**4. Concentrate on your
special sauce**

the 5%

Our competition (all of ours) is

Our competition (all of ours) is
Google, Amazon, Ebay, CNN,
Apple, NYTimes, Yahoo,
delicious, etc.

Innovation:

“the successful exploitation of new ideas.”

www.dti.gov.uk - innovation report, page 4

**Which
Business
Model?**

CULTURE OF ABUNDANCE
OR
CULTURE OF SCARCITY

Open Source

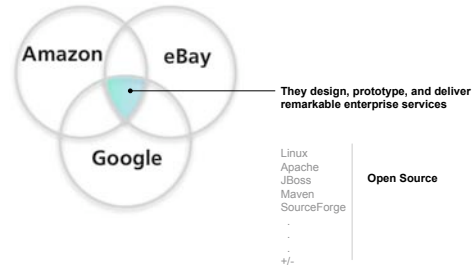
125,000 Open Source Solutions

– As of Jan 2006

~250-500 are enterprise ready

~50 are MITRE OS Solutions

Open Source



6. OPEN DESIGN POLICY

Our designs (patterns, scripts, graphics, ideas) will be available to any designer, to any world citizen, to use without restriction.

**5 Million Designers
Worldwide**

Same Game

DESIGN OF OUR PRODUCTS
COMMUNITIES
LIVES
COUNTRY
WORLD

Different Location

How are we giving back
to global design citizens?

This is more than blogging, email threads, lists, journals, professional organizations, papers, articles, conversations

This is about
OPEN DESIGN

How many times has a people picker UI been designed and created?

Remember: 5 million digital product designers worldwide.

1% of 5,000 people pickers

= 50 design solutions

Follow the OSS brick road.

Non-differentiating VS Differentiating design

Differentiating

Non-differentiating

95% of software

Design Group starts by publicly publishing all of our:

UI docs, diagrams
Design patterns
Evaluations, user interviews, findings
Graphic files
Scripts: CSS, HTML, JS

Design a Global Solution for publishing, opening our design.

Take the OSS lead for publishing...
and forge a trail for fellow designers.

Geschäftsverteilungsplan

- | | |
|---------------------------------------|----------|
| 1. Mantra of Designing Open | Sept 05 |
| 2. Design.mitre.org rev 1 | Oct 05 |
| 3. Release Webadex (1st design) to SF | Mar 06 |
| 4. Schematic for Open Design Stack | Apr 06 |
| 5. Release Radar (1st app) to SF | Oct 06 |
| 6. Push MITRE app UIs to OD Stack | Early 07 |

30 Million in the Creative Class
just in the United States

“It’s not about the world
of design, it’s about the
Design of the World.”

Your customers are saying:
OMG THAT ROCKS.

because you leveraged OS

7. REINVENTING THE WHEEL?!@#\$\$@#%

Design Patterns

Reuse

Baseline

- Linux, Apache, JBOSS, Ruby, Java

openWorks tech+UI patterns

- 1 year in the making... we're finally getting organized (as of March 2006)

Build for the Enterprise

Design Catalog

Buttons
Forms

Date selection
Search
Hide/show
Stoptlights
Global header
Menus
Feedback
Favorites
Email
Business card

Ranking, re-ordering
Timeline
Permissions, roles, proxies
People picker
Drawer, app switcher
Select
Save, cancel, implicit saving
Edit
Help
Fonts
Colors

Design Catalog

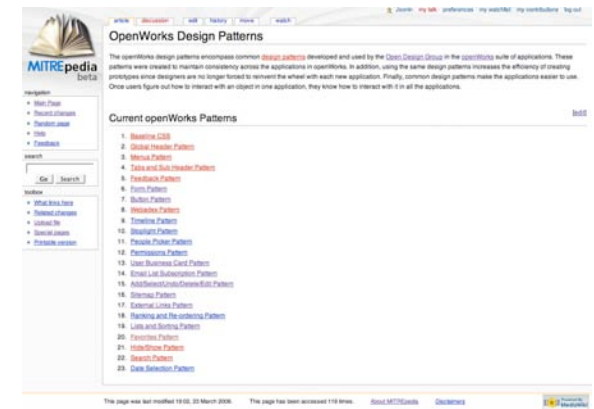
Buttons
Forms
Date selection
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Global header
Menus
Feedback
Favorites
Email
Business card

Ranking, re-ordering
Timeline
Permissions, roles, proxies
People picker
Drawer, app switcher
Select
Save, cancel, implicit saving
Edit
Help
Fonts
Colors

Change it in one place,
change it everywhere

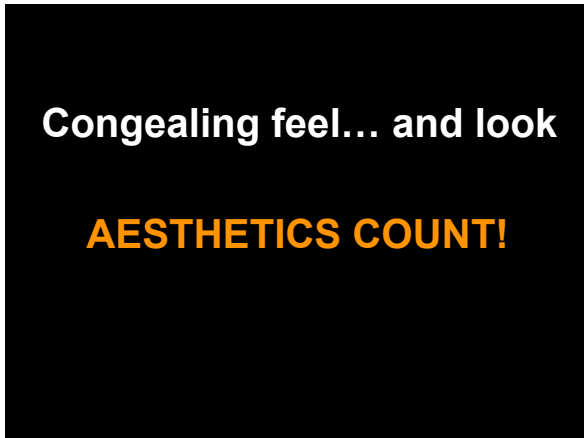
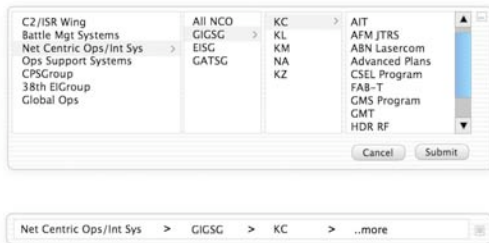
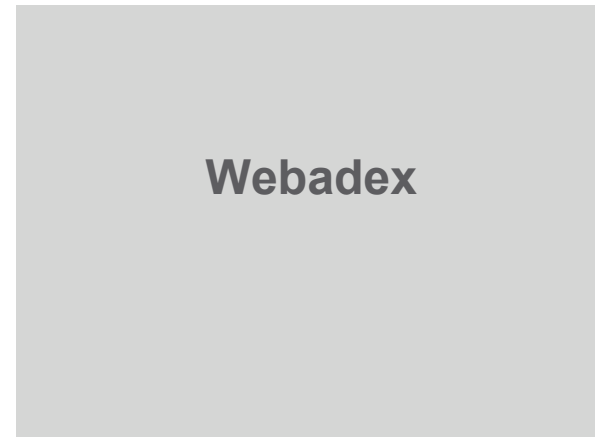
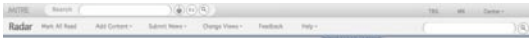
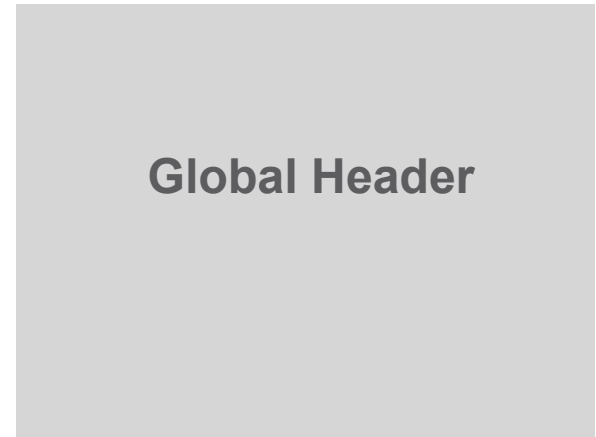
Formal documentation
almost *never* works

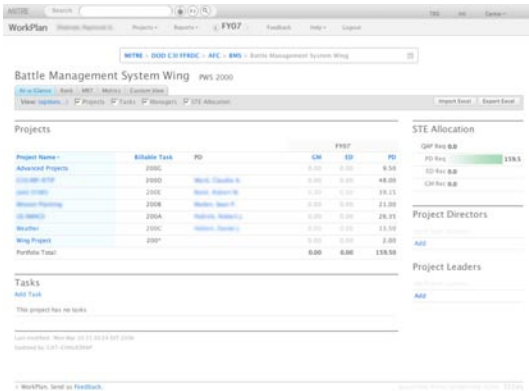
Use quick working examples,
in-practice guidance



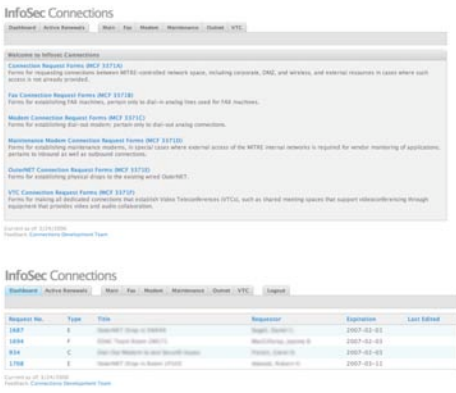


and eat your own dog food





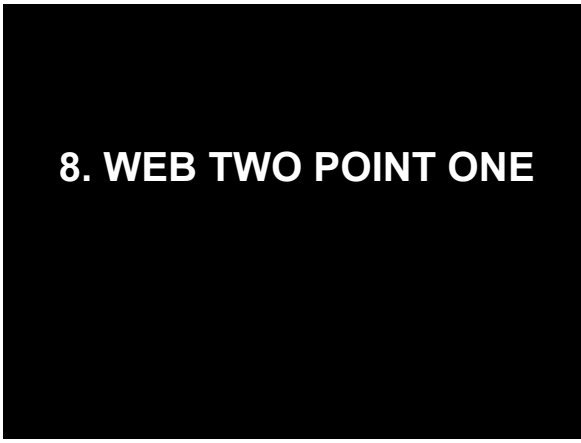
Establish a Service Checklist



Our Checklist includes:

- Feedback
- Brand location
- Service type notification
 - Alpha, beta, production
- SLA
 - .99 target, measured
 - Email support responsiveness
- System monitoring
- Global header
- Base markup
- FastJump

USE IT, MOD IT, SHARE IT
sourceforge.net



WorkPlan

a fundamental change
 a clear view into MITRE business

RoR
AJAX
Daily builds

Feels like a fat app

WorkPlan Battle Management System Wing PWS 2000

View Options: P Projects P Tasks P Managers P STE Allocation

Project Name: Billable Task PD FY07

Project Name	Billable Task	PD	GM	ED	PO	PD Rtg	GM Rtg	ED Rtg	PO Rtg
Advanced Projects	200C	None	0.00	0.00	0.00				
CS/SM/OT/OT	200D	None	0.00	0.00	48.00				
Lead Review	200E	None	0.00	0.00	18.15				
Mission Planning	200F	None	0.00	0.00	21.00				
OT/SM/OT	200A	None	0.00	0.00	28.25				
Weather	200C	None	0.00	0.00	13.50				
Wing Project	200*	None	0.00	0.00	0.00				
Portfolio Total			0.00	0.00	158.95				

STE Allocation

GF Proj 0.00 118.5

PD Proj 0.00 0.00 0.00

OT Proj 0.00 0.00 48.00

OT Proj 0.00 0.00 18.15

OT Proj 0.00 0.00 21.00

OT Proj 0.00 0.00 28.25

OT Proj 0.00 0.00 13.50

Wing Project 0.00 0.00 0.00

Portfolio Total 0.00 0.00 158.95

Project Directors

Add

Project Leaders

Add

Tasks

Add Task

This project has no tasks.

Last modified: Mon Apr 09 11:24:53 EDT 2006

Created by: SUT-0160300P

WorkPlan: Send us feedback.

WorkPlan Battle Management System Wing PWS 2000

View Options: P Projects P Tasks P Managers P STE Allocation

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WorkPlan Battle Management System Wing PWS 2000

View Options: P Projects P Tasks P Managers P STE Allocation

Task Name: Air Vehicle Modifications

0.00 0.00 0.00

Provide technical input to aircraft modification process via participation in design reviews and technical meetings. Develop independent analyses/assessments to support technical position.

0.00 0.00 0.00

Provide technical input to aircraft modification process via participation in design reviews and technical meetings. Develop independent analyses/assessments to support technical position.

1.70 1.70 0.00

AI: Air Vehicle Impact Analysis

Support the BMC2, FTR, SPT, and CI in platform-related technical areas. Perform analyses and provide technical guidance in the areas of air vehicle structural impacts, structural power quality, CDI development, FTR software architecture, system weight/power/cost/weighting budgets, secondary systems design/implementation, antenna/cable routing, wire/cable routing, and green aircraft impacts.

2.00 2.00 0.00

AI: Awareness Certification

Engage in platform (FMA/MS/GAL) awareness process, identify critical issues, and perform independent analysis to support technical position. Coordinate awareness technical activities among SPS, SWS, MS, and Awareness Authority. Provide recommendation of awareness matrix compliance.

1.10 1.10 0.00

AI: Requirements Definition

Determination of air vehicle requirements to support reduced operations, risk reduction efforts, and follow-on SDO program. Independently assess operational impacts of requirements for both tested and future SDO program.

0.00 0.00 0.00

AI: Risk Reduction

Perform risk reduction studies for those systems that may transition to SDO (SIS, KCS - air cargo). Assess alternative support system architectures that may be applicable to the SDO platform (SIS - liquid cargo, SWS - systems, Electrical power).

1.00 0.00 0.00

AI: SDO Studies

Provide analysis and provide technical input to the platform alternative study and the ESSAR study.

1.00 1.00 0.00

MS: Awareness to SPT context

In collaboration with SPT Flight, perform leading edge risk reduction analysis on real generation mission input to support technical position. Coordinate awareness technical activities among SPS, SWS, MS, and Awareness Authority. Provide recommendation of awareness matrix compliance.

1.00 0.00 0.00

AI: Requirements Definition

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WorkPlan Battle Management System Wing PWS 2000

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Technical Status: 100%

Name	Division	Source	Effort
OT/OT - Engineering Design	OT/OT	MTS1	0.00

0.00 0.00 0.00

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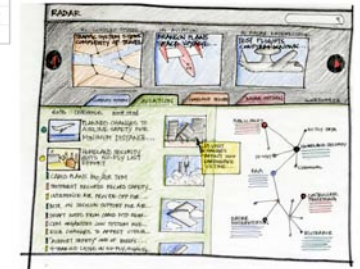
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coming April 2006

Radar

Intelligent Info Service

Pushes targeted content
Leverages profiles, behaviors



coming
summer 2006

9. SO WHAT?

DESIGN MATTERS

adoption
usage
fun factor
learning
impact
reputation

customer
delight = remarkable
service performance
&
service wildly
exceeds
my expectations

Do the small stuff right...

... and let the beautiful stuff
emerge naturally.

Innovation:
Requires experimentation and risk taking.

What risks are you taking?

